



FOR IMMEDIATE RELEASE

CONTACT: MaryEllen Etienne | 917.238.6218 | maryellen@reusealliance.org

**Austin will Host Third International Reuse Conference and Expo
3-day event highlights the innovative spirit of reuse**

Reuse Alliance is pleased to announce that Austin, Texas (United States) has been selected as the host city for [ReuseConex 2014](#), the 3rd International Reuse Conference and Expo. The event, taking place October 23-25, 2014 at the Holiday Inn Austin Midtown, features professional training opportunities with experts from the reuse industry, as well as an expo of reuse-based exhibitors, an upcycle crafting challenge, a repurposed fashion show, a reuse documentary film screening, and open-houses at local reuse organizations.

ReuseConex is a biennial event held by the [Reuse Alliance](#), a national nonprofit working to increase awareness of reuse by educating the public about the social, environmental and economic benefits of reuse. The theme of ReuseConex 2014 is "Innovate. Transform. Sustain." ReuseConex will serve as a platform for sharing innovative reuse initiatives, transformative ideas, and replicable/scalable programs, research and policy. Attendees include reuse operation managers, environmental educators, economic development leaders, environmental activists, eco-entrepreneurs, green builders, creative reuse practitioners, sustainability consultants, venture capitalists, as well as recycling coordinators for corporations, government agencies and universities, and concerned citizens.

Event sponsors to date include the [City of Austin](#), [Austin Resource Recovery](#), the [City of Denton](#), [iFixit](#), [iWasteNot Systems](#), [Bag the Habit](#), [ReUse Consulting](#) and [The Reuse People](#). Local reuse organizations supporting ReuseConex include [Goodwill Industries of Central Texas](#), [Austin Habitat ReStore](#), [Austin Creative Reuse](#), [Treasure City Thrift](#), and [Re-Sourcery](#).

"We are excited that ReuseConex 2014 will be here in Austin in October. It will be an amazing time to connect and share with others that are experts in the reuse community", said local host committee chair, Rebecca Stuch of Austin Creative Reuse. "Reuse is more than keeping items out of the landfill – it's about being innovative, transformative and sustaining. Join us to learn more!"

As a zero waste community, Austin is a hotbed of reuse activity, programs and organizations. "Austin has a thriving reuse community that is contributing to our efforts to become a Zero Waste community," said Austin Mayor Lee Leffingwell. "For Austin, nurturing and growing our reuse sector is critical in meeting our Zero Waste goals. ReuseConex provides an excellent opportunity for industry leaders to come together and learn best practices and develop creative solutions," added Austin Resource Recovery Director Bob Gedert. "I welcome all those who want to innovate, transform, and sustain."

"ReuseConex will be a perfect chance to showcase Austin's sustainability ethic," says MaryEllen Etienne, Executive Director of Reuse Alliance. "Not only does Austin have a community that encourages its citizens to do their part towards climate protection through resource conservation, it is also home to a wide range of reuse-oriented firms, such as a zero waste grocery store, building material salvage centers, computer remanufacturers, consignment shops, furniture refurbishers, and reclaimed-material artisans." Austin has the reuse 'chops' to host a spectacular experience for conference guests from all over the world," added Etienne. We look forward to shining the reuse spotlight on Austin this October." To register for ReuseConex, or to find out more, visit them at <http://www.reuseconex.org>.

###

About Reuse Alliance:

Reuse Alliance is a national nonprofit that is working to increase awareness of reuse by educating the public about the social, environmental and economic benefits of reuse. Reuse Alliance has a Texas chapter that acts as a networking conduit, provides capacity building resources, and advocates for pro-reuse policies in the state. To find out more, please visit www.reusealliance.org.